

Message Text

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67

ACTION ARA-10

INFO OCT-01 ISO-00 EB-05 CIAE-00 INR-10 NSAE-00 RSC-01

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FM AMCONSUL RIO DE JANEIRO

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AMEMBASSY BRASILIA

AMCONSUL SAO PAULO

UNCLAS RIO DE JANEIRO 0955

E.O. 11652: N/A

TAGS: BEXP, BR

SUBJECT: CHICAGO NATIONAL COMPUTER CONGRESS AND EXPORT SEMINARS

REF: (A) USDOC 3308; (B) STATE 031355

1. POST HAS BEEN HOLDING MEETINGS WITH OFFICIALS OF THE BRAZILIAN SOCIETY OF USERS OF COMPUTERS AND COMPUTER EQUIPMENT (SUCESU) TO PROMOTE 1974 NATIONAL COMPUTER CONFERENCE AND EXPOSITION, CHICAGO, MAY 6-10. BUYER GROUP REPRESENTING SUCESU-MEMBER FIRMS HAS INDICATED PLANS TO ATTEND CONFERENCE.

2. GROUP FROM SUCESU WOULD LIKE TO USE OCCASION OF VISIT TO CHICAGO TO MEET WITH U.S. FIRMS INTERESTED IN BRAZILIAN COMPUTER AND RELATED EQUIPMENT MARKET. POST FEELS THAT THIS ALSO MIGHT PRESENT OPPORTUNITY FOR USING SOME OF THESE TOP LEVEL SUCESU OFFICIALS AS PARTICIPANTS IN SEMINARS ON BRAZIL UNDER PROGRAM OUTLINED IN REFTEL B. THREE SUCESU OFFICIALS WOULD BE FREE TO PARTICIPATE IN SEMINARS IN NEW YORK, LOS ANGELES,, SAN FRANCISCO AND CHICAGO DURING FIRST THREE WEEKS IN MAY (EXCLUDING DATE OF CONGRESS MAY 6-10). ONE POTENTIAL PANEL PARTICIPANT IS SUPERINTENDENT OF COMPUTER SYSTEMS FOR THE BRAZILIAN TELEPHONE COMPANY AND HOLDS A PH.D.

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IN COMPUTER SCIENCES FROM THE UNIVERSITY OF ILLINOIS.

ANOTHER SUCESU OFFICIAL IS CONNECTED TO A LARGE BRAZILIAN PUBLISHING FIRM. ALTHOUGH THEY ARE PREPARED TO SPEAK ON BRAZIL IN GENERAL IT WOULD BE PREFERABLE IF SEMINARS FEATURED THEIR EXPERTISE - I.E., THE BRAZILIAN MARKET FOR COMPUTERS AND RELATED EQUIPMENT AND THE TELECOMMUNICATIONS INDUSTRY IN BRAZIL.

3. RIO POST ALSO URGENTLY REQUESTS FIFTY BROCHURES FOR USE IN PROMOTING ATTENDANCE TO 1974 NATIONAL COMPUTER CONFERENCE.
BOONSTRA

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Disposition Approved on Date:
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Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
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